

IN THE CLAIMS

Please amend the claims as follows:

--1-261. (CANCELLED)

C 262. (CURRENTLY AMENDED) A method of providing a user
5 access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a
printed catalog;

scanning said machine recognizable feature of said
printed catalog; and

10 transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said
programming material is related to said printed
catalog.

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263. (PREVIOUSLY ADDED) The method of claim 262 wherein
said communication link includes the Internet.

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264. (CURRENTLY AMENDED) The method of claim 262 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.

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265. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed catalog, comprising the steps of:

imprinting a machine recognizable feature within said

printed catalog wherein said machine recognizable

feature has associated therewith a command

sequence for accessing programming material;

scanning said machine recognizable feature within said

printed catalog and downloading data indicative

of said machine recognizable feature via the

Internet to a remote server;

accessing programming material from said remote

server; and

transmitting said programming material to said user

allowing said user to perceive said programming

material in a humanly perceivable form, wherein

said programming material is related to said

printed catalog.

266. (PREVIOUSLY ADDED) The method of claim 265 wherein said programming material comprises multimedia.

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267. (CURRENTLY AMENDED) The method of claim 265 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
5 symbol, icon, invisible indicia, two-dimensional figure,
icon, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark,~~ magnetic strip, code,
analog pattern, and hieroglyphic character.

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268. (NEW) A system for displaying programming material to a user, the system comprising:

a printed catalog having at least one printed machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and a display unit for presenting said programming material.

269. (RE-PRESENTED - FORMERLY CLAIM 169) A system as defined in claim 268 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said recognition unit.

270. (RE-PRESENTED - FORMERLY CLAIM 170) A system as defined in claim 269 wherein said data link comprises an image data link.

271. (RE-PRESENTED - FORMERLY CLAIM 171) A system as defined in claim 269 wherein said data link comprises a video data link.

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5 272. (RE-PRESENTED - FORMERLY CLAIM 172) A system as defined in claim 269 wherein said data link comprises a programming data link.

273. (RE-PRESENTED - FORMERLY CLAIM 173) A system as
10 defined in claim 269 wherein said data link comprises a sound data link.

274. (RE-PRESENTED - FORMERLY CLAIM 174) A system as defined in claim 269 wherein said data link comprises an
15 online data link.

275. (RE-PRESENTED - FORMERLY CLAIM 175) A system as defined in claim 269 wherein said data link comprises a online shopping data link.

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276. (RE-PRESENTED - FORMERLY CLAIM 176) A system as defined in claim 269 wherein said data link comprises a pictorial data link.

277. (RE-PRESENTED - FORMERLY CLAIM 177) A system as defined in claim 269 wherein said data link comprises an electronic data link.

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5 278. (RE-PRESENTED - FORMERLY CLAIM 178) A system as defined in claim 269 wherein said data link comprises an electronic media link.

279. (RE-PRESENTED - FORMERLY CLAIM 179) A system as
10 defined in claim 269 wherein said data link comprises an "information superhighway" data link.

280. (NEW) A system as defined in claim 279 wherein said
"information superhighway" data link comprises the
15 Internet.

281. (RE-PRESENTED - FORMERLY CLAIM 181) A system as defined in claim 279 wherein said "information superhighway" data link comprises the world wide web.

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282. (RE-PRESENTED - FORMERLY CLAIM 182) A system as defined in claim 279 wherein said "information superhighway" data link comprises a computer network.

283. (NEW) A system as defined in claim 279 wherein said "information superhighway" data link comprises an integrated service digital network (ISDN).

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5 284. (RE-PRESENTED - FORMERLY CLAIM 184) A system as defined in claim 279 wherein said "information superhighway" data link comprises a telephone line.

285. (NEW) A system as defined in claim 279 wherein said
10 "information superhighway" data link comprises a cable television (CATV) line.

286. (RE-PRESENTED - FORMERLY CLAIM 186) A system as defined in claim 279 wherein said "information
15 superhighway" data link comprises a local area network.

287. (RE-PRESENTED - FORMERLY CLAIM 187) A system as defined in claim 279 wherein said "information
superhighway" data link comprises a wide area network.

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288. (RE-PRESENTED - FORMERLY CLAIM 188) A system as defined in claim 279 wherein said "information superhighway" data link comprises a data communications network.

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289. (RE-PRESENTED - FORMERLY CLAIM 189) A system as defined in claim 279 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

290. (RE-PRESENTED - FORMERLY CLAIM 190) A system as defined in claim 279 wherein said "information superhighway" data link comprises a globally based digital communications network.

291. (RE-PRESENTED - FORMERLY CLAIM 191) A system as defined in claim 279 wherein said "information superhighway" data link comprises a wireless network link.

15 292. (NEW) A system as defined in claim 279 wherein said "information superhighway" data link comprises a Wireless Application Protocol Internet.

20 293. (NEW) A system as defined in claim 279 wherein said "information superhighway" data link comprises an Ethernet network.

294. (RE-PRESENTED - FORMERLY CLAIM 194) A system as defined in claim 279 wherein said "information superhighway" data link comprises a RF cellular network.

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5 295. (RE-PRESENTED - FORMERLY CLAIM 199) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a printed character.

296. (RE-PRESENTED - FORMERLY CLAIM 200) A system as
10 defined in claim 268 wherein said at least one machine recognizable feature comprises a symbol.

297. (RE-PRESENTED - FORMERLY CLAIM 201) A system as defined in claim 268 wherein said at least one machine
15 recognizable feature comprises a pictorial icon.

298. (RE-PRESENTED - FORMERLY CLAIM 203) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

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299. (RE-PRESENTED - FORMERLY CLAIM 204) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises an icon.

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300. (RE-PRESENTED - FORMERLY CLAIM 209) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

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301. (RE-PRESENTED - FORMERLY CLAIM 210) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a binary code.

10 302. (RE-PRESENTED - FORMERLY CLAIM 213) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a code.

15 303. (RE-PRESENTED - FORMERLY CLAIM 214) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises an online shopping product code.

20 304. (RE-PRESENTED - FORMERLY CLAIM 215) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a home shopping product code.

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305. (RE-PRESENTED - FORMERLY CLAIM 216) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises an online shopping service code.

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306. (RE-PRESENTED - FORMERLY CLAIM 217) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a home shopping service code.

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307. (RE-PRESENTED - FORMERLY CLAIM 218) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises an analog pattern.

15 308. (RE-PRESENTED - FORMERLY CLAIM 219) A system as defined in claim 268 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

20 309. (RE-PRESENTED - FORMERLY CLAIM 220) A system as defined in claim 268 wherein said programming material comprises information.

310. (RE-PRESENTED - FORMERLY CLAIM 221) A system as defined in claim 309 wherein said information comprises product information.

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5 311. (RE-PRESENTED - FORMERLY CLAIM 222) A system as defined in claim 309 wherein said information comprises retailer information.

10 312. (RE-PRESENTED - FORMERLY CLAIM 223) A system as defined in claim 309 wherein said information comprises shipping information.

15 313. (RE-PRESENTED - FORMERLY CLAIM 224) A system as defined in claim 309 wherein said information comprises return information.

20 314. (RE-PRESENTED - FORMERLY CLAIM 225) A system as defined in claim 309 wherein said information comprises payment information.

315. (RE-PRESENTED - FORMERLY CLAIM 226) A system as defined in claim 268 wherein said programming material comprises a service.

316. (RE-PRESENTED - FORMERLY CLAIM 227) A system as defined in claim 315 wherein said service includes displaying promotional programming on said display unit of a user.

317. (RE-PRESENTED - FORMERLY CLAIM 228) A system as defined in claim 315 wherein said service includes displaying a Web page related to an organization referenced in said catalog.

318. (RE-PRESENTED - FORMERLY CLAIM 229) A system as defined in claim 315 wherein said service includes conducting an interaction with a plurality of individuals associated with said catalog via a telephone.

319. (RE-PRESENTED - FORMERLY CLAIM 230) A system as defined in claim 315 wherein said service includes conducting an interaction with a plurality of individuals associated with said catalog via an online communication chat link.

320. (RE-PRESENTED - FORMERLY CLAIM 231) A system as defined in claim 268 wherein said display unit comprises a personal computer.

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5 321. (RE-PRESENTED - FORMERLY CLAIM 232) A system as defined in claim 320 wherein said personal computer comprises a laptop computer.

322. (RE-PRESENTED - FORMERLY CLAIM 233) A system as defined in claim 268 wherein said display unit comprises a television.

10 323. (RE-PRESENTED - FORMERLY CLAIM 234) A system as defined in claim 268 wherein said display unit comprises a device containing a microprocessor.

15 324. (RE-PRESENTED - FORMERLY CLAIM 235) A system as defined in claim 323 wherein said device containing a microprocessor is hand-held.

20 325. (RE-PRESENTED - FORMERLY CLAIM 236) A system as defined in claim 323 wherein said device containing a microprocessor is portable.

326. (RE-PRESENTED - FORMERLY CLAIM 237) A system as defined in claim 268 wherein said display unit comprises a personal digital planner.

327. (NEW) A system as defined in claim 268 wherein said display unit comprises an Internet appliance.

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5 328. (RE-PRESENTED - FORMERLY CLAIM 239) A system as defined in claim 268 wherein said display unit comprises a cellular telephone.

329. (RE-PRESENTED - FORMERLY CLAIM 240) A system as
10 defined in claim 268 wherein said display unit comprises a wireless communication device.

330. (RE-PRESENTED - FORMERLY CLAIM 241) A system as
defined in claim 268 wherein said display unit comprises a
15 simulated book.

331. (RE-PRESENTED - FORMERLY CLAIM 242) A system as
defined in claim 268 wherein said display unit comprises an
intelligent terminal.

20 332. (RE-PRESENTED - FORMERLY CLAIM 243) A system as
defined in claim 268 wherein said display unit comprises a
web-based television.

333. (RE-PRESENTED - FORMERLY CLAIM 244) A system as defined in claim 268 wherein said display unit comprises a pager.

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5 334. (RE-PRESENTED - FORMERLY CLAIM 245) A system as defined in claim 268 wherein said display unit comprises an Internet-enabled telephone.

335. (RE-PRESENTED - FORMERLY CLAIM 246) A system as
10 defined in claim 268 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical
15 mouse.

336. (RE-PRESENTED - FORMERLY CLAIM 247) A system as defined in claim 335 wherein said recognition unit is linked to a personal computer.

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337. (RE-PRESENTED - FORMERLY CLAIM 248) A system as defined in claim 335 wherein said recognition unit is linked to a wireless interface.

338. (RE-PRESENTED - FORMERLY CLAIM 249) A system as defined in claim 337 wherein said wireless interface comprises a wireless network.

5 339. (RE-PRESENTED - FORMERLY CLAIM 250) A system as defined in claim 338 wherein said wireless network comprises a cellular network.

10 340. (RE-PRESENTED - FORMERLY CLAIM 251) A system as defined in claim 338 wherein said wireless interface comprises a cellular telephone.

15 341. (RE-PRESENTED - FORMERLY CLAIM 252) A system as defined in claim 338 wherein said wireless interface comprises a pager.

342. (RE-PRESENTED - FORMERLY CLAIM 253) A system as defined in claim 338 wherein said wireless interface comprises a wireless personal computer.

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343. (RE-PRESENTED - FORMERLY CLAIM 254) A system as defined in claim 338 wherein said wireless interface comprises a personal digital assistant.

344. (RE-PRESENTED - FORMERLY CLAIM 255) A system as defined in claim 335 wherein said recognition unit is linked to a personal digital assistant.

5 345. (RE-PRESENTED - FORMERLY CLAIM 256) A system as defined in claim 335 wherein said recognition unit is linked to an Internet appliance.

10 346. (RE-PRESENTED - FORMERLY CLAIM 257) A system as defined in claim 335 wherein said recognition unit is linked to a television set.

15 347. (RE-PRESENTED - FORMERLY CLAIM 258) A system as defined in claim 335 wherein said recognition unit comprises a portion of a cellular telephone.

348. (RE-PRESENTED - FORMERLY CLAIM 259) A system as defined in claim 335 wherein said recognition unit comprises a portion of a personal digital assistant.

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349. (RE-PRESENTED - FORMERLY CLAIM 260) A system as defined in claim 335 wherein said recognition unit comprises a portion of a remote control unit.

350. (RE-PRESENTED - FORMERLY CLAIM 261) A system as defined in claim 335 wherein said recognition unit comprises a portion of a handwriting implement.

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5 351. (NEW) A system for displaying programming material to a user, the system comprising:

a printed catalog having at least one bar code;

a feature recognition unit having associated therewith

a means for recognizing said bar code and a means

10 for transmitting a coded signal in response to the recognition of said bar code;

an intelligent controller having associated therewith

a means for accessing said programming material

in response to receiving said coded signal; and

15 a display unit for presenting said programming material.

352. (RE-PRESENTED - FORMERLY CLAIM 196) A system as defined in claim 351 wherein said bar code comprises a
20 Universal Product Code.

353. (NEW) A system as defined in claim 351 wherein said at least one bar code comprises an invisible bar code.

354. (NEW) A system for displaying programming material to a user, the system comprising:

a printed catalog having at least one magnetic code;

a feature recognition unit having associated therewith

a means for recognizing said magnetic code and a

means for transmitting a coded signal in response

to the recognition of said magnetic code;

an intelligent controller having associated therewith

a means for accessing said programming material

in response to receiving said coded signal; and

a display unit for presenting said programming material.

355. (NEW) A system as defined in claim 354 wherein said at least one magnetic code comprises a magnetic strip.

356. (NEW) A system for displaying programming material to a user, the system comprising:

a printed catalog having at least one watermark;

a feature recognition unit having associated therewith

a means for recognizing said watermark and a

means for transmitting a coded signal in response

to the recognition of said watermark;

an intelligent controller having associated therewith

a means for accessing said programming material

in response to receiving said coded signal; and

a display unit for presenting said programming

material.

357. (NEW) A system as defined in claim 356 wherein said at

least one watermark comprises an invisible watermark.

358. (RE-PRESENTED - FORMERLY CLAIM 208) A system as

defined in claim 357 wherein said invisible watermark

comprises a digital watermark.

359. (NEW) A system as defined in claim 356 wherein said at

least one watermark comprises a digital watermark.

360. (NEW) A system for displaying programming material to a user, the system comprising:

a printed catalog having at least one invisible machine recognizable feature;

5 a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

10 an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and a display unit for presenting said programming material.

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361. (NEW) A system as defined in claim 360 wherein said at least one invisible machine recognizable feature comprises invisible indicia.

20 362. (NEW) A system as defined in claim 360 wherein said at least one invisible machine recognizable feature comprises an invisible icon.--